

ROUTING AND TRANSMITTAL SLIP

5 SEP 86

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. C/PROCUREMENT MANAGEMENT STAFF/OL		
2.		
3.		
4.		
5.		

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

#1 FOR ACTION AS APPROPRIATE

CC: D/OIT
D/OLDDA REGISTRY
FILE: 45-1

DO NOT use this form as a RECORD of approvals, concurrences, disposals, or actions

Executive Assistant to the DDA	Room No.—Bldg.
	Phone No.

5041-102

*USGPO: 1985-421-529/320

OPTIONAL FORM 41 (Rev. 7-76)
Prescribed by GSA
FPMR (41 CFR) 101-11.206EXECUTIVE SECRETARIAT
ROUTING SLIP

TO:		ACTION	INFO	DATE	INITIAL
1	DCI				
2	DDCI				
3	EXDIR		X		
4	D/ICS				
5	DDI				
6	DDA	X			
7	DDO				
8	DDS&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/OLL				
14	D/PAO		X		
15	D/PERS				
16	VC/NIC				
17					
18					
19					
20					
21					
22					

SUSPENSE _____ Date _____

Remarks To 6: For direct response, action as appropriate.

Executive Secretary

4 Sept 86
Date

3637 (10-81)

DDA SUBJECT FILE
STAT
STAT
3665X-66



Execucom Systems Corporation
2000 Corporate Ridge
Suite 415
McLean, VA 22102
(703) 749-3660



August 27, 1986

Mr. William J. Casey
Director
Executive Office of the President
Statutory Offices
Central Intelligence Agency
Washington, DC 20505

Executive Registry

86- 3865X

Dear Mr. Casey,


As an executive, you know and can appreciate that the Federal Government is a very large and complicated business. It constantly puts all of your executive skills to the test and brings to mind one central concern—increasing the decisionmaking effectiveness of you and your staff. An answer may be the use of a Decision Support/Planning System.

Execucom Systems Corporation offers the Federal Government executive an answer. We have been serving the planning industry for over ten years and have the largest market share of any software vendor in our niche of the market. At present, we have a client base that includes the Federal Government, Fortune 1000 companies, and hundreds of universities. Our clients are experiencing the benefits of planning applications that range from the preparing and monitoring of their budgets to a customized EIS (Executive Information System).

We believe that it is in your best interest to let us provide you with an executive briefing. The session will offer you insight and facts about how Execucom provides products and support for better decisionmaking.

So that you may understand more about Execucom and what we may provide you, we've enclosed two documents for your review. Please take ten minutes to read them. If our offer is of interest, we'd appreciate a letter or phone call (703/749-3660). Jud Cairns, our Federal Marketing Consultant, and I will be happy to discuss your agency's needs. This is the first step towards learning how Decision Support can enhance your decisionmaking skills.

Sincerely,


John W. Guenther
Director, Federal Marketing

JWG/abo

Enclosures

FEDERAL GOVERNMENT EXECUTIVE

BRIEFING AGENDA

OBJECTIVE

- Learn your current planning needs.
- Provide information about Execucom products and services.

DURATION

30 minutes - 60 minutes, as requested.

PROPOSED AGENDA

- Introductions.
- Brief discussion of current use of planning tools and related applications.
- Presentation of Execucom software products.
- Review of Federal Government clients and their applications/uses of planning software.
- Delivery of GSA Schedule prices for mainframe, mini, and micro products.
- Discussion of next steps, i.e., literature, presentation/demonstration, evaluation.

FEDERAL GOVERNMENT

Execucom Systems Corporation

The goal in business is to succeed, both personally and professionally. Successful people make good decisions. And good decisions lead to further successes.

At Execucom Systems, we've dedicated our resources to one central purpose. Helping decision makers succeed at work. For more than a decade, our products have supported successful decision making in the fields of manufacturing, energy, communications, finance, high technology and government.

We introduced IFPS® the world's first Decision Support System (DSS), at a time when decision support seemed more theory than practical reality.

Times have changed. Execucom is now the recognized leader in corporate decision support. Our Corporate Decision Support System™ and IFPS/Plus™ products are used world-wide at more than 1500 customer sites. Over 200,000 people are trained in IFPS/Plus, which makes IFPS/Plus the most widely used planning solution in the world.

Execucom's commitment to customer success extends from the boardroom to classroom. More than 350 major colleges and universities use our products, so there will always be a base of experienced IFPS/Plus users.

Corporate DSS™ from Execucom. It's the standard by which all other Decision Support Systems are compared. That's why Execucom's products and services are the number one choice of the Fortune 500.

Execucom leads the way in Decision Support Software Sales. ICP 100 Million Dollar Award

Decision Support from Execucom.

Successful decision making requires control of the decision process. It begins with a question and ends with a decision based on a proposal for action. Along the way you need to be sure that everyone is working in tandem. Relevant information must be gathered and turned into knowledge through analysis. Individual and departmental knowledge is synthesized to create a higher level of intelligence. An intelligent decision results not only from a thorough analysis, but also from a proposal that informs and persuades. Completing the entire decision process ensures success for you and your organization.

Execucom gives you the decision-making edge.

At Execucom, we've made the decision process the focal point of more than a decade of research and development. The result of our efforts is Corporate DSS™ a product that supports the full spectrum of decision making needs and helps you and your organization make better decisions.

From ad hoc analysis to complex, multi-level consolidations... from data management to proposal making and evaluation... from the desktop to the mainframe, Corporate DSS™ from Execucom offers the continuum of support that decision makers, planners and analysts need.

We recognize the wide range of your business needs and the tools you use to support them. Your software investment may include database management, information retrieval, statistical analysis, graphics, and ad hoc analysis packages. As useful as these tools may be, they are only parts of the total solution.

Execucom's Corporate DSS fulfills your most vital need. Making good decisions. Ours is the only software solution that covers the entire decision process. It's the only product that helps you excel in the areas of analysis, synthesis and graphics.

The foundation of Corporate DSS is IFPS/Plus, which offers micro-to-mainframe links and a relational DBMS that let you access and manage vast amounts of information. It also includes the world's leading business planning language, enabling you to transform raw data into knowledge. The complete Corporate DSS™ solution extends the power of IFPS/Plus with data transfer, extended analysis and presentation graphics capabilities.

When you choose Corporate DSS, your investment in computer technology is secure. Our products operate across multiple hardware and software boundaries and are available in more than 20 operating environments.

Corporate DSS is designed to answer the needs of individual, departmental and executive users. With our solution, information and knowledge are easily shared, maintained and synthesized during each phase of the decision process.



IFPS/Plus.™ The Language of Corporate DSS.™

IFPS/Plus is an interactive modeling system that allows business assumptions to be described in common business terms that all users can understand. IFPS/Plus model logic is self-documenting and clearly stated so that models and data can be shared and maintained among many different individuals, departments, and organizations.

Despite its simple appearance, the IFPS/Plus modeling language is extremely sophisticated. It can easily handle models containing thousands of variables, hundreds of columns, and complex simultaneous relationships.

Since IFPS/Plus is a descriptive, nonprocedural language, modeling statements can be entered in any order. This flexibility makes IFPS/Plus equally suitable for ad hoc modeling or developing complex applications. In short, IFPS/Plus supports the full array of business analysis needs.

IFPS/Personal® The Power of Desktop Decision Support.

IFPS/Personal brings more than a decade of excellence in decision support to the desktop. Used as a stand-alone micro modeling system or as part of a distributed planning network, IFPS/Personal is the ideal solution for improving analysis and decision-making with PCs.

Like IFPS/Plus™ for mainframe and mini environments, IFPS/Personal is an interactive modeling language that allows business assumptions to be described in common business terms that all analysts can understand. IFPS/Personal model logic is self-documenting so that business problems can be analyzed on the basis of clearly stated facts.

Since IFPS/Personal is a descriptive, nonprocedural language, statements can be entered in any order. This flexibility makes IFPS/Personal equally suitable for ad hoc modeling or developing complex applications of any business situations.

Impressionist™ and Corporate DSS.™ An Integrated Approach.

An integral part of Execucom's Corporate Decision Support System, Impressionist completes the decision-making process with presentation graphics. Impressionist accepts data from a wide array of popular software systems including IFPS/Plus™ and IFPS/Personal®. With Impressionist and Corporate DSS, users can share information and knowledge and present the results of their analyses with high-resolution color graphics.

Impressionist. The Standard for Business Presentation Graphics.

Impressionist is a presentation graphics standard because it operates in mainframe, mini and micro hardware environments with the same user interface, commands and features.

Impressionist is also the only software product that combines three sets of graphics functions in one complete package. Impressionist includes Basic Graphics for creating complex graphs and building applications; an easy-to-use Chartbook for beginners; and a Graphics Editor for customizing graphs and for free-form drawing.

It's time you gained an edge.

During the past decade, more than 1500 organizations have chosen IFPS as their planning solution. We've gained valuable expertise in executive decision making and have helped our clients reach higher levels of decision-making productivity.

We can put that expertise to work for you. To learn how Corporate DSS™ can help you and your organization succeed, contact Execucom today. We look forward to your joining our growing base of Corporate DSS users.

For more information and knowledge please write to Execucom Systems, 2000 Corporate Ridge, Suite 415, McLean, VA 22102 or call 703-749-3660.

Execucom. A Leader in Service and Support

Service Centers.

Our network includes 9 U.S. offices, 31 international offices, three regional education centers, and a headquarters in Austin, Texas.

Documentation.

From installation manuals to self-paced instructional manuals, we provide complete system documentation.

Education.

Comprehensive training and education is a standard part of Corporate DSS.™

Hotline.

For those who need special assistance, our 1-800 Hotline staff is on call 12 hours a day.

Consulting.

We provide expert consultation services to assist with system implementation or application development.

Maintenance.

We regularly issue new releases of Corporate DSS products, both in response to user suggestions and by adding the knowledge that we possess as DSS experts.

User Groups.

Execucom strongly supports the activities of independent IFPS Users Associations.

On GSA Schedule.

For specific inquiries regarding Federal Government Sales, contact Director, Federal Marketing, McLean, Virginia, 703-749-3660.

 **EXECUCOM**